

ATTORNEY DOCKET NO.: KCX-731 (19567)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application)	Examiner: J. MYHRE
MICHAEL D. O'SHEA)	
)	Art Unit: 3622
Serial No.: 10/748,763)	
)	Deposit Account: 04-1403
Confirmation No.: 2711)	
)	Customer No.: 22827
Filed: DECEMBER 30, 2003)	
Title: RF-Based Electronic System and Method For Automatic Cross-Marketing Promotions Offers and Check-Outs		

PROPOSED AMENDMENT AFTER FINAL REJECTION

Commissioner of Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

In view of the Examiner's Final Action of May 16, 2008, applicant hereby
responds as follows: